MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

BMK 2024 – CONSUMER BEHAVIOUR

(All sections / Groups)

15 AUGUST 2022
09:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (including the cover page) with 4 questions only.

2. Answer **ALL FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUE STION 1

How can marketers stay on top of changes in lifestyle trends? Support your answer with appropriate examples.

(25 marks)

QUESTION 2

Why can "mindless" decision making actually be more efficient than devoting a lot of thought to what we buy?

(25 marks)

QUESTION 3

What is word-of-mouth, and how can it be more powerful than advertising?

(25 marks)

QUESTION 4

A myth is a special kind of story. What makes it special? What is an example of a modern myth?

(25 marks)

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